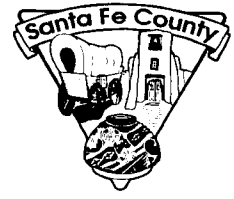




Agenda



Santa Fe City and County, Advisory Council on Food Policy
January 22nd, 2015, 9AM-11AM
Angel Depot Conference Room, 1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

1/14/15 HMF 3:48pm

Sue Perry
Alicia Hartung
5 minutes

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA January 22, 2015
Prioritization Agenda Order

D. APPROVAL OF MINUTES – December 18, 2014

E. COMMUNICATIONS FROM THE FLOOR

2 minutes/person

F. PRESENTATIONS/TRAINING:

Jackie Munro, Community Health Worker with La Familia Medical Center

15 minutes

Jackie will present on a collaborative documentary project called Food Stories which highlights stories from community members on food and health.

G. STAFF COMMUNICATIONS

H. INITIATIVES AND ACTIONS

1 hour 15 minutes

1. Policy Committee

a. Food Plan Committee

i. Meeting update

ii. Approval of Food Plan Committee charge and responsibilities.

b. Food Production and Land Use Committee

i. Meeting update

ii. Approval of Food Plan Committee charge and responsibilities.

iii. Discuss and vote to support County Agriculture & Ranch Sustainable Growth Management Plan resolution

c. Procurement

d. Education and Outreach

i. Meeting update

ii. Presentation on Online and Social Media Presence from Morgan Day

iii. Approval of Food Plan Committee charge and responsibilities.

e. Governance Committee

i. Council membership and process update

f. State & National Issues

i. Discuss and vote to support three Federal Child Nutrition Reauthorization priorities

2. Executive Committee

I. ITEMS FROM THE CHAIR

J. ITEMS FROM THE COUNCIL

5 minutes

K. ADJOURNMENT

Persons with disabilities in need of accommodation contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.

**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY**

THURSDAY, JANUARY 22, 2015

<u>ITEM</u>	<u>ACTION TAKEN</u>	<u>PAGE(S)</u>
A. CALL TO ORDER		
B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA/Prioritization of Agenda	Approved	6
D. APPROVAL OF MINUTES –December 18, 2014	Approved	6
E. COMMUNICATIONS FROM THE FLOOR	Discussed	6
F. PRESENTATIONS/TRAINING Jackie Munro, Community Health Worker with La Familia Medical Center	Discussed	1-3
G. STAFF COMMUNICATIONS	Discussed	3-4
H. INITIATIVES AND ACTIONS		
1. Policy Committee		
a. Food Plan		
• Meeting Update	Discussed	4
• Approval: Food Plan Committee charge/responsibilities	Discussed	7
b. Food Production and Land Use Committee		
• Meeting Update	Discussed	7-8
• Approval of Food Plan Committee charge/responsibilities	Approved	8
• Discuss/vote: County Agriculture & Ranch SGMP resolution	Approved	8
c. Procurement	Discussed	10
d. Education and Outreach	Discussed	5-6,7
• Meeting update		
• Online and Social Media Presence: Morgan Day		
• Approval: Education Outreach charge/responsibilities	Tabled	
e. Governance Committee		
• Council Membership and Process Update	Discussed	10
f. State & National Issues		
• Discuss/vote support: Federal Child Nutrition Reauthorization priorities	Approved	9
2. Executive Committee	Not Discussed	
I. ITEMS FROM THE CHAIR	None	10
J. ITEMS FROM THE COUNCIL	Discussed	10
K. ADJOURNMENT	Adjourned at 11:03 a.m.	10

**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 Siler Road, Santa Fe, Nm 87501**

THURSDAY, JANUARY 22, 2015

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Tony McCarty, vice chair on this date at approximately 9:00 a.m. at the Angel Depot, Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

Roll call indicated a quorum as follows:

Members Present

Tony McCarty, Vice chair
Cydney Martin
Katherine Mortimer
Susan Odiseos
Erin Ortigoza (arrived later)
Pamela Roy
Lynn Walters
Mark Winne

Members Excused

Susan Perry, Chair
Emigdio Ballon
Patricia Boies

Members Absent

Steve Warshawer

Staff Present

Ms. Morgan Day, Coordinator

Others Present

David Sundberg, pending member
Others as listed under Communications from the Floor
Charmaine Clair, Stenographer

While waiting for quorum Vice Chair McCarty introduced Ms. Munro with La Familia Medical Center.

F. PRESENTATIONS/TRAINING (F): Jackie Munro, Community Health Worker with La Familia Medical Center: Jackie will present on a collaborative documentary project called Food Stories which highlights stories from community members on food and health.

Ms. Munro said she would share two projects. She said she does community storytelling projects and works with people to give them skills to tell their own story about health and food related issues.

Ms. Munro said she has two projects: one is a video project and one is photography. *Food Stories* is a video archive of Santa Fe community member's stories generated through interviews about food and health and how they interact with food. The project is constantly evolving.

Ms. Munro showed stories from community workshops; Bienvenidos Food Pantry, Cooking with Kids and the Santa Fe Place Mall.

Mr. Winne asked what Ms. Munro does with the projects after recording the stories.

Ms. Munro said active listening and interaction with other people's stories and looking at your own reality to create your story, is a worthy process in and of itself. She has not discovered a greater use yet.

Mr. Winne asked if the stories are designed to influence those telling the story or their peers.

Ms. Munro said some people comment in a way that is very proactive and she hopes the project makes people think. She said she has shown the projects in the malls and is collaborating with WIC and the Farmers Market Institute, but is open to other ideas.

Ms. Roy said she knew that Ms. Munro was also a recipient with the Healthy People Healthy Places Initiative. She said there will be a conference in May that would be a great place to share Ms. Munro's project. She said Farm to Table is excited about her work and would like to find ways to meaningfully share the project.

Ms. Munro said she presented at the previous year's event and will present at the Farmer's Market Association Market Manager's Conference. She has photographs taken by farmers at the Southside Market.

Ms. Martin asked what kind of help La Familia needs from the community to facilitate the work.

Ms. Munro said for her to continue her work that is community-based, rather than clinic-based; the issues are financial. The work grew out of a grant that has been lost. She could also use help getting the project into different venues and with funding; specifically for the photographs that are printed and presented in a way that will engage people.

She said the Senna Program is a nutrition component and the Extension has been mentioned as a possible resource. Ms. Martin offered Ms. Munro her card.

Ms. Mortimer asked about the geographic region of the project. She was told the target is the city and county of Santa Fe. She suggested possibly Northern Rio Grande National Heritage area. She said they are asking for grants. She offered to send Ms. Munro the link.

Ms. Martin asked if Ms. Munro has reached out to the faith based organizations and was told she has not.

Mr. Winne asked what Ms. Munro's vision is to expand or make an impact with the project. Ms. Munro replied she would like the resources to do her projects in a more structured environment; something class- based where people would be incentivized to participate and there is more of a process.

Mr. Sundberg asked if the goal of class-based is achieved, would it be to educate; motivate.

Ms. Munro said the goal is two-fold. The process of participating helps people realize their story is not unique and they find peer support of those with similar issues. Also with the right support, the finished project can be powerful in marketing health communications.

Ms. Munro said she has collaborated with the Farmers Market Institute on the next project and they are turning the project into a marketing plan for the Southside Farmers Market. She thought that will be effective because the project is created by individuals and story based. She said in that is the end result; to use the media and communicate with a larger group.

Ms. Roy said the Southside Farmers Market is very different from the downtown market. The market serves a community of farmers who participate and take ownership of the market and the community itself. She said that would be most important to tell that story.

Ms. Munro said creating media stories that go along with that sentiment is also powerful. She likes that people who participate in a project like this are led into a leadership opportunity. She said the photographs taken by the farmers will have a one night gallery exhibition in August and that will push them into leadership.

Ms. Roy said there are organizations like the Santa Fe Food Policy Council and Farm to Table that will be happy to share that event.

Ms. Mortimer added that another connection could be the Southside Quality of Life. She said they need to be ready to move on developing a healthy food zone. She said the problem is always how to get people energized about something and because this is fun, this could be a catalyst. She offered to discuss that with Ms. Munro.

Ms. Munro explained the photography presentation. She worked with three farmers at the Southside Farmers Market on a photography class for five sessions. The farmers were assigned to photograph something that connects food and health and took photographs of their farms, their customers, their farm workers, their produce, etc. Ms. Munro said the goal was for people to get to know their farmers and to understand the difficulty of growing food and the importance of supporting that way of life. She said all of the farmer's believe in the positive effect that food has on health and the photographs speak nicely to that.

Mr. McCarty thanked Ms. Munro. He said the Education and Outreach Committee has a rolling presentation in mind and there could be synergy in the photographs.

Ms. Roy said the Food Plan Subcommittee could also look at the intersections between their recommendations and priorities and how they correspond with the work by Ms. Munro and La Familia; especially on the south side.

E. COMMUNICATIONS FROM THE FLOOR

Ben Lauer said he works at La Familia and has about 8 months with AmeriCorps. He hopes to get a community garden started.

Mary Schruben said she had no updates for her neighborhood.

Ms. Odiseos said Food for Santa Fe, Inc. has changed to Feeding Santa Fe, Inc. and the new email address is: feedingsantafe@gmail.com.

G. STAFF COMMUNICATIONS

Ms. Day said everyone has done a great job getting the committees up and running. She thanked everyone for their participation. She said a couple of committees still have not sent their final missions and charges, but she hopes to have all of those finalized in the next few months.

Ms. Day said the Legislature has started and she is working with Ms. Roy and the State FPC on shepherding some of the bills. She said FPC is gearing up for Food and Farms Day next week and there will be a lot of their partners throughout the state there. A press conference would be held at 9 am and she will represent the FPC and bring forward issues with food.

H. INITIATIVES AND ACTIONS

- Policy Committee
 - a. Food Plan Committee
 - Meeting update

Mr. Winne said the subcommittee members; he, Ms. Ortigoza, Ms. Walters and Ms. Day discussed how a small group could provide oversight for the process of the Food Plan as it moves forward. Two basic things are planned: one is to develop a tracking sheet to look at the progress of various items within the Food Plan against what is happening at the city/county government and the private sector. The purpose of the tracking sheet is to see if the goals in the Food Plan align with the County Sustainable Land Use Plan or the Health Plan or the new urban zoning ordinance; and if they meet the goals or do not address the goals at all.

Mr. Winne said secondly is to do more aggressive outreach for the Food Plan to keep reminding people about the plan. Where possible, they will bring the Plan into discussion with other groups, individuals, etc.

Mr. Winne said the subcommittee will work more closely with the Education and Outreach Subcommittee; be available to every possible tool of communication; go to meetings; and meet with people individually.

Ms. Day said the members will be solicited and asked to bring projects they or their organizations are working on that should be on the tracking sheet; or for knowledge about events happening in the community relating to the goals.

Ms. Mortimer said she has been working to track the Sustainable Santa Fe Plan for a number of years. Sustainable Santa Fe reviewed other cities and how they tracked and has developed a “dashboard”; an easy way to see key goals and how to get to them. She offered to share that with the council next month.

She explained that like the Food Plan, Sustainable Santa Fe has a lot of goals. She said because of the number of topics the progress becomes hard to pinpoint. They look at key indicators with the tracking that provides the data needed and set targets. Graphics can be used to show how well the targets are being reached and what action will take them closer to their target; some actions help to get to more than one target. She said this becomes a tool that can help them evaluate how best to spend their time.

Ms. Day said the ultimate goal is to have a formal instrument that allows them ability to monitor and to evaluate that monitoring.

Ms. Martin offered to connect members with the Small Farm Task Force through NMSU. She explained they do different kinds of research and have a Research Day and will have a Small Farm Task Force Day. She will talk with Ms. Day about a presentation.

Ms. Roy asked to rearrange items b. and c. to present after the Governance Committee.

d. Education and Outreach (Revised Agenda Order)

Ms. Martin said the subcommittee discussed their audience and how best to reach them; seniors would be reached differently than emigrants. They identified who they want to reach and the message they want to give and also discussed was social media and what information to insert in the tri-fold.

Ms. Day said the packet has a draft of the web and the social media strategy. She said this is a cursory overview and there are still questions. Once they have answers those would be presented to the full food council.

She said the importance of thinking strategically about the FPC's online and social media presence is that it also translates into their presence in the community through traditional media and how they engage with partners and the community at large.

Ms. Day said traditional communication is still really effective and will continue to be pursued, but online media allows an opportunity to connect, educate and promote issues important to FPC. She said this is a low cost highly impactful way to engage their partners and the community and has a broad reach. She said 70% of online users use Face Book and 40% use Twitter. Instagram is the latest tool.

Ms. Day said there are two parts; to use the FPC website, including the use of their blog to tell personal stories and break down aspects of the Food Plan into language or stories for the community. The council will be asked to provide content or inspiration for the blog. People can also sign up for the newsletter that she hopes to start doing quarterly. The general content pages will be driven by the types of research being done by the committee and people can be directed to the site for information.

She said there is the social media part and data has been collected that interprets who uses social media; which types, posting strategies etc. down to the best times to target certain groups. She said Face Book and Twitter have broad user-base and is diverse in gender and economic lines; instagram is a new tool and a younger user base. Data suggests that people are drawn to posts with images and the three platforms work well together.

Ms. Day suggested the council find images to post as a great way to get people to look at FPC posts and get them to share, etc. She has posted on Face Book and Twitter and in the next few months will post on Instagram with the idea to use data to drive how they choose to engage. She added she also uses a new app, Hoot Suite that collects data. She said the strategic approaches will benefit FPC's online presence and can be cross pollinated around their initiatives and what is important to the Food Council.

Mr. Winne said he gets nervous when it seems the medium is more important than the message. He thought FPC does not have a message or enough content to populate the medium. He said he hopes that they do not let the medium get ahead of the message.

Ms. Day agreed and said she understands his caution. She has created a content calendar; the issues can only be impactful if the FPC is sharing content.

Ms. Odiseos asked how people are made aware of FPC on Twitter and Instagram.

Ms. Day said part is being sure FPC advertises on their website in a clear way and part is through the engagement of others and the idea that people will share the information. She said that also means that the FPC

has to take responsibility and when speaking publicly or talking with partners, tell them about FPC's presence on Face Book and Twitter. Ms. Day said she found it effective to follow through the FPC accounts, peer organizations and people who are active in public service or community.

Ms. Walters said the quarterly newsletter content that is developed could be shared via other platforms. She thought there would be a list of followers.

Ms. Mortimer said she kept a list of friends of the FPC when she was chair. She offered to give that to Ms. Day. She said other tools will be developed that are more mainstream and other outreach mechanisms will be used for others like the Spanish speaking community, etc.

She said this is in the developmental stage and is a tool that will provide "a book": *'this is the message, these are the audiences and these are the platforms'*. That will include particulars such as how to frame the message in a way that gets the audience's attention.

Ms. Mortimer suggested sending an e-mail to members with the audiences the subcommittee thinks FPC will have. She said the idea is to develop over the next few months a form for each audience that has particular information about that audience.

Having established quorum vice chair McCarty returned to the order of the agenda.

C. APPROVAL OF AGENDA/ Prioritization

Ms. Day asked to strike item b. (ii.) under the Food Production/Land Use Subcommittee and d. (iii.) should be changed to the approval of the Education and Outreach charge and responsibilities.

Ms. Roy moved to approve the agenda of January 22, 2015 amended as above and prior to establishing quorum. Ms. Mortimer seconded the motion and the motion passed by unanimous voice vote.

D. APPROVAL OF MINUTES-December 18, 2014

Ms. Day asked that her title be listed as Coordinator.

Tony McCarty should be indicated as the vice chair under Members Present.

Ms. Mortimer moved to approve the Minutes of December 18, 2014 as amended. Ms. Roy seconded the motion which passed by unanimous voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Ms. Odiseos said Food for Santa Fe, Inc. has changed to Feeding Santa Fe, Inc. The new email address is: feedingsantafe@gmail.com.

H. INITIATIVES AND ACTIONS (continued)

1. Policy Committee

a. Food Plan

- Approval of Food Plan Committee Charge and Responsibilities

Mr. McCarty read the charge and responsibilities.

Ms. Mortimer questioned language she thought sounded odd. Mr. McCarty said they would not wordsmith the proposals.

Ms. Day asked to amend the charge to read: "...for evaluating, documenting, and communicating the progress for implementation of the 2014 Food Plan". The council concurred.

Ms. Walters moved to approve the Food Plan Committee charge and responsibilities as amended. Ms. Odiseos seconded the motion which passed by majority voice vote. Ms. Mortimer abstained because she would have liked the ability to add comment.

d. Education and Outreach (Revised Agenda Order)

- Approval Education and Outreach Committee Charge and Responsibilities

Mr. McCarty read the charge and responsibilities.

Mr. Winne asked for clarification of Santa Fe Food Policy initiatives; if that refers to the Food Plan or the overall policy of the FPC. He said the statement lacks clarity.

The council discussed the language. A suggestion was to review the language of all of the responsibilities and charges for uniformity and make those revisions. The item was tabled.

b. Food Production and Land Use Committee (Revised Agenda Order)

i. Meeting Update

Ms. Roy said the report has been submitted for the record. She thanked the subcommittee for meeting three times over the holidays and acknowledged Ms. Mortimer and Ms. Day who were present and Commissioner Holian. She said the Commissioner has helped them understand things from a Commissioner's perspective.

Ms. Ortigoza entered the meeting at this time.

She said the subcommittee is working with Ms. Mortimer on the Urban Agricultural Ordinance and has helped them understand the details. The subcommittee reviewed the draft ordinance and draft resolution and Ms. Mortimer provided comments with explanations and where the information came from. She said the group is learning how to present information and what questions might come up when it goes public.

Ms. Roy said the policy council's work is to align the Food Plan with the draft ordinance and create a way to translate how an ordinance moves into practice and use that as a tool to educate people.

Ms. Mortimer said the subcommittee was invited to join the Climate Action Task Force and Mr. Winne also commented on the plan. She said when doing policies or ordinances often it is where to stop and it makes sense

to start with something little and later make that bigger; the number of hours at farm stands. Ms. Mortimer said input about where to start and getting them to understand the political process has been challenging. She thought they have a strong document that would be ready once she gets the subcommittee's changes.

Ms. Day acknowledged Ms. Mortimer's detail and specificity in her responses to the subcommittee comments.

Ms. Roy said the ordinance focus is community driven; community gardens, water use, land use, animals, etc. and is well defined; the individual gardening has not been defined.

Ms. Mortimer said that will be in the resolution. She said the ordinance sets guidelines those that want to sell eggs, goat milk and honey, etc. and the guidelines also provide information for small operations on resources, etc. She said there is some urgency to move this forward so guidelines are in place for the upcoming growing season. The guidelines provide what can and cannot be done and the rights of the neighbors to people in operation. She said that can help avoid bad feelings and issues.

Ms. Mortimer said the ordinance has a section on home occupation for businesses, but the general rules provide guidelines for everyone; like someone who has chickens.

Ms. Ortigoza asked if there is a plan to get the information to the general public on time for the growing season.

Ms. Mortimer said she is currently gathering information for a website and it will explain what to do and also how to use alternative pest management, weed management, etc. People can link to resources, policy, etc.

Ms. Ortigoza asked if Ms. Mortimer knew anyone interested in doing commercial farming.

Ms. Mortimer said she does not. She said the rules apply to everyone and is informational and clear about the rights of the operator and the neighbors, etc. She said there is nothing in the rules to limit planting anywhere and very little in the rules about animal husbandry.

Mr. Winne expressed his appreciation for the amount of work Ms. Mortimer put into the ordinance. He said his hope is that the general public understands the purpose of the ordinance is to promote and encourage food production in the city. He said the FPC as a council should take responsibility to frame the document in a way that makes clear that this is trying to encourage people to produce food in the city.

Ms. Martin confirmed that individual home owners associations can change the rules. She asked if a system was in place for disposal of animal waste.

Ms. Mortimer said the city does not interfere with the homeowners association rules. She noted that the rules do address the waste.

Ms. Roy said because they want to tie this to low income and create food access, the encouragement of gardening needs to be reflected. Ms. Mortimer offered to look at strengthening the language in the resolution.

- Discuss and vote to support County Agriculture & Ranch Sustainable Growth Management Plan Resolution

Ms. Roy said this is in the packet. She said part of their work is to consistently align what is happening in the city and the county and their work ties to Commissioner Holian's committee work.

Ms. Mortimer said it has been discussed to apply the rules to urbanized areas of the county and to have different rules for the non urban areas to be consistent in the region.

Ms. Ortigoza said the resolution currently being presented is a resolution that will direct county staff to prioritize the implementation of chapter four (related to agriculture and ranching) of the SGMP (Sustainable Growth Management Plan). She said if passed, the important thing with the resolution is that it will be part of a larger process in the county. Several community planning committees were organized to work to align the plans with the new code. She noted the timeline is undetermined (speaking to "insert date" on number two). She said currently the fiscal year ends June 30 and she suggests drafting before that time frame.

The members discussed the timeline and language.

Ms. Mortimer moved to approve the draft resolution and deleting "at the" and at *insert date* add: "by no later than the first County Commission meeting in May 2015". Ms. Roy seconded the motion which passed by unanimous voice vote.

- f. State & National Issues (Revised Agenda Order)
 - i. Discuss and Vote to Support Three Federal Child Nutrition Reauthorization Priorities

Ms. Roy said the process for the Reauthorization is ramping up in Washington and funding is appropriated. Sponsors are the National Farm to School Network and the National Sustainable Agriculture Coalition.

Ms. Mortimer suggested they make the resolutions go to both the city and the county and have them ready for next month.

Ms. Roy asked members to approve the three recommendations that will give staff the authority to sign on to legislation specific to these items:

- Expand the scope of USDA Farm to School Grant program eligible entities to include preschools, summer food service programs sites, and after school programs;
- Increase Annual Mandatory Funding for the USDA Farm to School Grant Program from \$5 million-\$15 million to better meet the high demand and need for this funding;
- Increase access among tribal schools to farm fresh and traditional foods, especially from tribal producers.

Ms. Mortimer moved to approve the Food Policy Council formally adopting the recommendation for the three items as listed above. Ms. Odiseos seconded the motion which passed by unanimous voice vote.

Mr. McCarty said the FPC has adopted these as a priority and that also gives the Education and Outreach subcommittee their first priority; to decide whether to Tweet, Face Book or Instagram their support. He encouraged others to do so as well.

c. Procurement

Ms. Roy said members had been given all of the information for the New Mexico Food and Farms Day next Wednesday and that day is also School Nutrition Day. A press conference will start at nine and the Santa Fe Food Policy Council will share a table with the State Food Policy Council and the county. The Secretary of Agriculture and the Secretary of Economic Development will present as well as 20 other organizations.

A joint resolution will be read about Food and Farms Day when the House and Senate go into chambers. The resolution tries to connect all of the issues. Everyone was invited to attend.

Ms. Roy said the New Mexico Fresh Fruits and Vegetables for School Meals (House Bill 96) Resolution passed the county. She will meet with the county lobbyist today. The Resolution goes to the city next Wednesday, January 28 and Ms. Day will send a reminder.

d. Governance Committee

i. Council membership and Process Update

Ms. Day said the subcommittee discussed membership. She thanked Mr. Sundberg for his patience; he is still in limbo. She is working to educate the mayor and the city regarding the position and the process of appointing a new member. She said updating the manual was discussed and will include things like the committee charges and an overhaul of similar things.

I. **ITEMS FROM THE CHAIR-** There was none

J. **ITEMS FROM THE COUNCIL**

Ms. Odiseos said she is bothered by the fact that she has heard a lot of rules; she wants to be sure people know they want them to participate and FPC is there to help them, not restrict them. She suggested they start with what we *want* people to do; not what they cannot do to.

Ms. Mortimer said she hopes the food council will have the Beekeepers Association and community farmers/gardeners, etc. saying that the ordinance is a good thing.

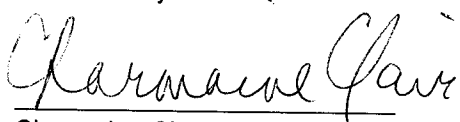
K. **ADJOURNMENT**

Having no further business to discuss the meeting adjourned at 11:03 a.m.

Approved by:

Tony McCarty, Vice Chair

Submitted by:


Charmaine Clair, Stenographer

